

Station WVBTV-TV NORFOLK, VA.
Advertiser () .APP SENATE
Product APP-SENATE
Estimate# 346
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //346
Flight Dates 08/22/2012 - 08/28/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY-SENATE SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 7,300
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	10P-1045P	FOX NEWS AT 10	:30	\$1,200.00	08/23-08/23	1	1	1	\$1,200.00	
				Buyline Comment: FOX NEWS AT 10								
	2	F	8P-9P	HOUSE	:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
				Buyline Comment: HOUSE								
	3	SA	10P-1045P	FOX NEWS AT 10	:30	\$1,000.00	08/25-08/25	1	1	1	\$1,000.00	
				Buyline Comment: FOX NEWS AT 10								
	4	SU	10A-11A	FOX NEWS SUN	:30	\$100.00	08/26-08/26	1	1	1	\$100.00	
				Buyline Comment: FOX NEWS SUN								
	5	SU	4P-7P	NFL PRESEASON-49RS/BRONCOS	:30	\$2,200.00	08/26-08/26	1	1	1	\$2,200.00	
				Buyline Comment: NFL PRESEASON-49RS/BRONCOS								
	6	SU	10P-1045P	FOX NEWS AT 10	:30	\$1,200.00	08/26-08/26	1	1	1	\$1,200.00	
				Buyline Comment: FOX NEWS AT 10								
	7	M	10P-1045P	FOX NEWS AT 10	:30	\$1,200.00	08/27-08/27	1	1	1	\$1,200.00	
				Buyline Comment: FOX NEWS AT 10								

EC'd Yes Last Received: 08/22/2012 11:50 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () .AFP SENATE
Product AFP-SENATE
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---REPORT TOTALS---

Report Totals: 7 / \$7,300.00

---SALES MONTHLY TOTALS---

Aug 12: 6 / \$6,100.00 Sep 12: 1 / \$1,200.00

Sales Totals: 7 / \$7,300.00

Station Totals: 7 / \$7,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$121,667	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 0%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE